

IN THE CLAIMS:

1. **(Currently Amended)** ~~A method~~ A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising comprising the steps of:

- (a) receiving an indicia representative of a store goal, the indicia identifying training that is associated with the store goal;
- (b) integrating retail information that provides assistance with achieving the store goal;
- (c) monitoring progress of a student toward the store goal; and
- (d) providing feedback assisting the student in accomplishing the store goal.

2. **(Currently Amended)** The computer-readable medium of claim 1 and having computer-executable instructions for performing the step comprising A method for creating a presentation as recited in claim 1, including the step of indexing media information to enhance the integration of the media information into the presentation.

3. **(Currently Amended)** The computer-readable medium of claim 1 A method for creating a presentation that simulates the operations of a store as recited in claim 1, wherein inventory control is integrated into the presentation.

4. **(Currently Amended)** The computer-readable medium of claim 1 A method for creating a presentation that simulates the operations of a store as recited in claim 1, wherein pricing strategy is integrated into the presentation.

5. **(Currently Amended)** The computer-readable medium of claim 1 A method for creating a presentation that simulates the operations of a store as recited in claim 1, wherein return on revenue is integrated into the presentation.

6. **(Currently Amended)** The computer-readable medium of claim 1 A method for creating a presentation that simulates the operations of a store as recited in claim 1, wherein markdown is integrated into the presentation.

7. **(Currently Amended)** The computer-readable medium of claim 1 A method for creating a presentation that simulates the operations of a store as recited in claim 1, wherein stocking is integrated into the presentation.

8. **(Currently Amended)** The computer-readable medium of claim 1 A method for creating a presentation that simulates the operations of a store as recited in claim 1, wherein assortment strategy is integrated into the presentation.

9. **(Currently Amended)** The computer-readable medium of claim 1 A method for creating a presentation that simulates the operations of a store as recited in claim 1, including the step of adjusting an example based on the student's progress.

10. **(Currently Amended)** An apparatus that creates a presentation, comprising:

(e) (a) a processor;

(f) (b) a memory that stores information under the control of the processor;

(g) (c) logic that receives indicia representative of a store goal, the indicia identifying training that is associated with the store goal;

(h) (d) logic that integrates retail information that provides assistance with achieving the store goal; and

(a) (e) logic that monitors progress of a student toward the store goal and provides feedback that assists the student in accomplishing the store goal.

11. **(Original)** An apparatus that creates a presentation as recited in claim 10, wherein advertising information is integrated into the presentation.

12. **(Original)** An apparatus that creates a presentation as recited in claim 10, wherein inventory control is integrated into the presentation.

13. **(Original)** An apparatus that creates a presentation as recited in claim 10, wherein pricing strategy is integrated into the presentation.

14. **(Original)** An apparatus that creates a presentation as recited in claim 10, wherein return on revenue is integrated into the presentation.

15. **(Original)** An apparatus that creates a presentation as recited in claim 10, wherein markdown is integrated into the presentation.

16. **(Original)** An apparatus that creates a presentation as recited in claim 10, wherein stocking is integrated into the presentation.

17. **(Original)** An apparatus that creates a presentation as recited in claim 10, wherein assortment strategy is integrated into the presentation.

18. **(Original)** An apparatus that creates a presentation as recited in claim 10, including logic that adjusts an example based on the student's progress.

19. **(Currently Amended)** A computer-readable medium ~~A method~~ for creating a presentation and having computer-executable instructions for performing the steps comprising ; ~~comprising the steps of~~:

- (a) receiving information indicative of a goal, the information identifying training that is associated with the goal;
- (b) integrating information that motivates accomplishment of the goal; and
- (c) evaluating the progress toward the goal and providing feedback that further motivates accomplishment of the goal.

20. **(Currently Amended)** The computer-readable medium of claim 19 and having computer-executable instructions for performing the step comprising ~~A method for creating a presentation as recited in claim 19, including the step of~~ linking information that motivates accomplishment of the goal to the presentation.

21. **(Currently Amended)** The computer-readable medium of claim 19 ~~A method~~ for creating a presentation ~~as recited in claim 19~~, wherein the information includes electronic mail information.

22. **(Currently Amended)** The computer-readable medium of claim 19 ~~A method~~ for creating a presentation ~~as recited in claim 19~~, wherein the information includes simulation information.

23. **(Currently Amended)** The computer-readable medium of claim 19 ~~A method~~ for creating a presentation ~~as recited in claim 19~~, wherein the information includes time-synchronized multimedia information.

24. **(Currently Amended)** The computer-readable medium of claim 19 ~~A method~~ for creating a presentation ~~as recited in claim 19~~, wherein the information includes video conference information.

25. **(Currently Amended)** The computer-readable medium of claim 19 ~~A method~~ for creating a presentation ~~as recited in claim 19~~, wherein the information emanates from the Internet.

26. **(Currently Amended)** The computer-readable medium of claim 19 ~~A method~~ for creating a presentation ~~as recited in claim 19~~, wherein the information includes telephony information.

27. **(Currently Amended)** The computer-readable medium of claim 19 ~~A method~~ for creating a presentation ~~as recited in claim 19~~, wherein the information includes chat room information.

28. **(Currently Amended)** An apparatus that creates a presentation, comprising:

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that receives information indicative of a goal, the information identifying training that is associated with the goal;
- (d) logic that integrates information that motivates accomplishment of the goal
- (e) logic that evaluates the progress toward the goal and provides feedback that further motivates accomplishment of the goal.

29. **(Original)** An apparatus that creates a presentation as recited in claim 28, wherein the information includes video information.

30. **(Original)** An apparatus that creates a presentation as recited in claim 28, wherein the information includes electronic mail information.

31. **(Original)** An apparatus that creates a presentation as recited in claim 28, wherein the information includes time-synchronized multimedia information.

32. **(Original)** An apparatus that creates a presentation as recited in claim 28, wherein the information includes video conference information.

33. **(Original)** An apparatus that creates a presentation as recited in claim 28, wherein the information emanates from the Internet.

34. **(Original)** An apparatus that creates a presentation as recited in claim 28, wherein the information include telephone information.

35. **(Original)** An apparatus that creates a presentation as recited in claim 28, wherein the information includes chat room information.

36. **(Currently Amended)** A computer-readable medium A method for creating a presentation and having computer-executable instructions for performing the steps comprising, comprising the steps of:

- (a) presenting information indicative of a goal, the information identifying training that is associated with the goal;
- (b) integrating information that motivates accomplishment of the goal;
- (c) querying a user for answers to one or more questions based on one or more learning objectives of the presentation using a simulated human conversation; and
- (d) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal.

37. **(Currently Amended)** The computer-readable medium of claim 36 and having computer-executable instructions for performing the step comprising A method for creating a

~~presentation as recited in claim 36, including the step of indexing media information to enhance the integration of the media information into the presentation.~~

38. **(Currently Amended)** The computer-readable medium of claim 36 and having computer-executable instructions for performing the step comprising A method for creating a presentation as recited in claim 36, including the step of synchronizing the media information with other information in the presentation utilizing time and the indexing.

39. **(Currently Amended)** The computer-readable medium of claim 36 A method for creating a presentation as recited in claim 36, wherein the media information comprises telephone information.

40. **(Currently Amended)** The computer-readable medium of claim 36 A method for creating a presentation as recited in claim 36, wherein the media information comprises video information.

41. **(Currently Amended)** The computer-readable medium of claim 36 A method for creating a presentation as recited in claim 36, wherein the media information comprises audio information.

42. **(Currently Amended)** The computer-readable medium of claim 36 A method for creating a presentation as recited in claim 36, wherein the media information comprises dialog information.

43. **(Currently Amended)** The computer-readable medium of claim 36 A method for creating a presentation as recited in claim 36, wherein the media information comprises Internet information.

44. **(Currently Amended)** The computer-readable medium of claim 36 A method for creating a presentation as recited in claim 36, wherein the media information comprises text information.

45. **(Currently Amended)** An apparatus that creates a presentation, comprising;
(a) a processor;
(b) a memory that stores information under the control of the processor;

- (c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal;
- (d) logic that integrates information that motivates accomplishment of the goal;
- (e) logic that queries a user for answers to one or more questions based on more or more learning objectives of the presentation using a simulated human conversation; and
- (f) logic that monitors progress toward the goal and provides feedback that further motivates accomplishment of the goal.

46. **(Original)** An apparatus that creates a presentation as recited in claim 45, including logic that indexes media information to enhance the integration of the media information into the presentation.

47. **(Original)** An apparatus that creates a presentation as recited in claim 45, including logic that synchronizes the media information with other information in the presentation utilizing time and the indexing.

48. **(Original)** An apparatus that creates a presentation as recited in claim 45, wherein the media information comprises telephone information.

49. **(Original)** An apparatus that creates a presentation as recited in claim 45, wherein the media information comprises video information.

50. **(Original)** An apparatus that creates a presentation as recited in claim 45, wherein the media information comprises audio information.

51. **(Original)** An apparatus that creates a presentation as recited in claim 45, wherein the media information comprises dialog information.

52. **(Original)** An apparatus that creates a presentation as recited in claim 45, wherein the media information comprises Internet information.

53. **(Original)** An apparatus that creates a presentation as recited in claim 45, including logic that creates a multimedia presentation as recited in claim 46, wherein the media information comprises text information.

54. **(Currently Amended)** A computer-readable medium A method for creating a presentation and having computer-executable instructions for performing the steps comprising, comprising the steps of:

- (a) presenting information indicative of a goal, the information identifying training that is associated with the goal;
- (b) integrating information that motivates accomplishment of the goal; and
- (c) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal.

55. **(Currently Amended)** The computer-readable medium of claim 54 and having computer-executable instructions for performing the step comprising A method for creating a presentation as recited in claim 54, including the step of linking information that motivates accomplishment of the goal to the presentation.

56. **(Currently Amended)** The computer-readable medium of claim 54 and having computer-executable instructions for performing the step comprising A method for creating a presentation as recited in claim 54, including the step of monitoring user interactions to determine progress toward the goal.

57. **(Currently Amended)** The computer-readable medium of claim 54 and having computer-executable instructions for performing the step comprising A method for creating a presentation as recited in claim 54, including the step of organizing objects according to relevancy to progress toward the goal.

58. **(Currently Amended)** The computer-readable medium of claim 54 and having computer-executable instructions for performing the step comprising A method for creating a presentation as recited in claim 54, including the step of calculating a quantitative degree of correctness to determine the progress toward the goal.

59. **(Currently Amended)** The computer-readable medium of claim 54 and having computer-executable instructions for performing the step comprising A method for creating a presentation as recited in claim 54, including the step of organizing feedback categorically.

60. **(Currently Amended)** The computer-readable medium of claim 54 A method for creating a presentation as recited in claim 54, wherein the feedback is based on a dynamic orientation factor.

61. **(Currently Amended)** The computer-readable medium of claim 54 A method for creating a presentation as recited in claim 54, wherein the feedback is based on past information presented.

62. **(Currently Amended)** The computer-readable medium of claim 54 and having computer-executable instructions for performing the step comprising A method for creating a presentation as recited in claim 54, including the step of concluding the presentation when the goal is achieved.

63. **(Currently Amended)** An apparatus that creates a presentation, comprising;

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal;
- (d) logic that integrates information that motivates accomplishment of the goal; and
- (e) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal.

64. **(Original)** An apparatus that creates a presentation as recited in claim 63, including logic that links information that motivates accomplishment of the goal to the presentation.

65. **(Original)** An apparatus that creates a presentation as recited in claim 63, including logic that monitors user interactions to determine progress toward the goal.

66. **(Original)** An apparatus that creates a presentation as recited in claim 63, including logic that organizes objects according to relevancy to progress toward the goal.

67. **(Original)** An apparatus that creates a presentation as recited in claim 63, including logic that calculates a quantitative degree of correctness to determine the progress toward the goal.

68. **(Original)** An apparatus that creates a presentation as recited in claim 63, including logic that organizes feedback categorically.

69. **(Original)** An apparatus that creates a presentation as recited in claim 63, wherein the feedback is based on a dynamic orientation factor.

70. **(Original)** An apparatus that creates a presentation as recited in claim 63, wherein the feedback is based on past information presented.

71. **(Original)** An apparatus that creates a presentation as recited in claim 63, including logic that completes the presentation when the goal is achieved.

72. **(Currently Amended)** A computer-readable medium ~~A method for creating a presentation and having computer-executable instructions for performing the steps comprising, comprising the steps of:~~

- (a) receiving indicia representative of a goal, the indicia identifying training that is associated with the store goal;
- (b) integrating examples into the presentation to provide assistance with achieving the goal;
- (c) monitoring progress of a student toward the goal;
- (d) providing feedback that further assists the student in accomplishing the goal; and
- (e) providing information to assist with a next step in achieving the goal.

73. **(Currently Amended)** The computer-readable medium of claim 72 and having computer-executable instructions for performing the step comprising ~~A method for creating a presentation as recited in claim 72, including the step of linking information that motivates accomplishment of the goal to the presentation.~~

74. **(Currently Amended)** A method for creating a presentation as recited in claim 72, including the step of providing information that explains why the next step should be done.

75. **(Currently Amended)** The computer-readable medium of claim 72 and having computer-executable instructions for performing the step comprising A method for creating a presentation as recited in claim 72, including the step of providing information that explains how the next step should be done.

76. **(Currently Amended)** The computer-readable medium of claim 72 and having computer-executable instructions for performing the step comprising A method for creating a presentation as recited in claim 72, including the step of utilizing video clips as feedback.

77. **(Currently Amended)** The computer-readable medium of claim 72 and having computer-executable instructions for performing the step comprising A method for creating a presentation as recited in claim 72, including the step of organizing feedback categorically.

78. **(Currently Amended)** The computer-readable medium of claim 72 A method for creating a presentation as recited in claim 72, wherein the feedback is based on a dynamic orientation factor.

79. **(Currently Amended)** The computer-readable medium of claim 72 A method for creating a presentation as recited in claim 72, wherein the feedback is based on past information presented.

80. **(Currently Amended)** The computer-readable medium of claim 72 and having computer-executable instructions for performing the step comprising A method for creating a presentation as recited in claim 72, including the step of providing information based on the presentation context.

81. **(Currently Amended)** An apparatus that creates a presentation, comprising;
(a) a processor;
(b) a memory that stores information under the control of the processor;
(c) logic that integrates examples into the presentation to provide assistance with achieving the goal, the examples providing training that is associated with the goal;

- (d) logic that monitors progress of a student toward the goal and provides feedback that further provides the student assistance in accomplishing the goal; and
- (e) logic that provides information to assist with a next step in achieving the goal.

82. **(Original)** An apparatus that creates a presentation as recited in claim 81, including logic that links information that motivates accomplishment of the goal to the presentation.

83. **(Original)** An apparatus that creates a presentation as recited in claim 81, including logic that explains why the next step should be done.

84. **(Original)** An apparatus that creates a presentation as recited in claim 81, including logic that explains how the next step should be done.

85. **(Original)** An apparatus that creates a presentation as recited in claim 81, including a code segment that utilizes video clips as feedback.

86. **(Original)** An apparatus that creates a presentation as recited in claim 81, including logic that organizes feedback categorically.

87. **(Original)** An apparatus that creates a presentation as recited in claim 81, wherein the feedback is based on a dynamic orientation factor.

88. **(Original)** An apparatus that creates a presentation as recited in claim 81, wherein the feedback is based on past information presented.

89. **(Original)** An apparatus that creates a presentation as recited in claim 81, including logic that provides information based on the presentation context.